REMARKS

Reconsideration and allowance in view of the foregoing amendment and the following remarks are respectfully requested. Claim 1 is amended. Claim 30 is cancelled, without prejudice or disclaimer.

Rejection of Claims 1-8, 10-28 and 30 Under 35 U.S.C. §103(a)

The Office Action rejects claims 1-8, 10-28 and 30 under 35 U.S.C. §103(a) as being unpatentable over Sezan et al. (U.S. Patent No. 6,236,395) ("Sezan et al.") in view of Chen et al. (U.S. Patent No. 6,307,550) ("Chen et al.") and further in view of Slezak (U.S. Patent No. 6,006,257) ("Slezak"). Applicants have cancelled claim 30 without prejudice or disclaimer rendering the rejection of this claim moot.

Applicants have amended claim 1 in order to introduce a limitation to overcome the rejection. Applicants note, however, that they do not acquiesce to the combination of Sezan et al. with Chen et al. and Slezak et al. as being obvious. Although we do not argue at this point whether it is appropriate to combine these references, Applicants respectfully reserve the right to introduce the above limitation in order to obtain allowable subject matter in the present case, but will nevertheless likely file a continuation application and pursue further broader claims. For example, Applicants will further argue that one of skill in the art would not have sufficient motivation or suggestion, by a preponderance of the evidence, to combine the audio visual information management system of Sezan et al. with the system of Chen et al. simply involving extracting photographic images from video. Furthermore, Slezak focuses on a multi-media architecture for interactive advertising which appears to be in a different field of invention and non-analogous to Chen et al. Therefore, Applicants do dispute that it would be obvious to one of skill in the art to combine these references inasmuch as it appears that the suggestive power of each reference does not necessarily lend themselves to blending their teachings.

However, in view of the Final Office Action, in which the Examiner notes on page 3 that the claims do not recite that the awards embodied in the customized advertisement during the user interaction is user interaction by directly selecting the customized advertisement with the embedded award and wherein the Examiner is broadly interpreting the user interaction to be "any [type] of user interaction, such as user selection to view the movie with half price, no charge or user response during the movie, etc." In view of the broad interpretation of the claims, Applicants have amended claim 1 to recite that "the user customized advertisement includes an offer of an award to a user contingent, at least partly, on a user interaction with the customized user customized advertisement." Accordingly, this removes the ability of the Examiner to broadly interpret the "user interaction" as has been done in the Final Office Action. Furthermore, the amendment, in connection with previous arguments made by the Applicants, make it clear that such a feature of the user interaction being with the customized advertisement and not as part of the user selection to view the movie whether it be at half price, no charge and so forth, is not taught or suggested in the prior art of record. Therefore, Applicants respectfully submit that claim 1 is not taught or suggested in the prior art and claims 1-8 and 10-28 are patentable and in condition for allowance.

CONCLUSION

Having addressed all rejections and objections, Applicants respectfully submit that the subject application is in condition for allowance and a Notice to that effect is earnestly solicited. If necessary, the Commissioner for Patents is authorized to charge or credit the **Law Office of Thomas M. Isaacson, LLC**, **Account No. 50-2960** for any deficiency or overpayment.

Respectfully submitted,

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By: _____

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